



STATE OF DELAWARE

PUBLIC SERVICE COMMISSION
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September 12, 2016

MEMORANDUM TO FILE

TO: File

FROM: Toni Loper, Public Utility Analyst II 

SUBJECT: INT THE MATTER OF THE APPLICATION OF ETHICAL ELECTRIC BENEFIT CO. D/B/A
EHTICAL ELECTRIC FOR A CERTIFICATE TO PROVIDE ELECTRIC SUPPLY SERVICES WITHIN
THE STATE OF DELAWARE (FILED DECEMBER 4, 2012) – PSC DOCKET NO. 12-543

On December 4, 2012, Ethical Electric Benefit Co. d/b/a Ethical Electric (“Ethical” or the “Company”), filed an application with the Delaware Public Service Commission (“Commission”) seeking certification as a retail electric supplier in the State of Delaware. The Commission granted an Electric Supplier Certificate (“ESC”) to the Company on February 21, 2013 by Order No. 8286.

On July 22, 2013, Ethical Electric filed an amendment to their application to add an additional trade name, Clean Energy Option, under which the Company intends to do business in Delaware.

In this instant docket filed on June 28, 2016, the Company filed an application with the Commission to add an additional trade name, CleanChoice Energy, Inc. (“CleanChoice”) under which the Company intends to do business in Delaware. Additionally, Ethical is requesting a name change from Ethical Electric to CleanChoice Energy, Inc. effective immediately. CleanChoice included documentation from the Delaware Secretary of State that it is legally authorized and qualified to do business in the State of Delaware. In a subsequent filing from CleanChoice on July 7, 2016, Staff requested additional documentation that the trade name, CleanChoice Energy, Inc., has been registered with each County in Delaware, as well as updated FERC and PJM forms, and a signed sworn verification of the amendment in the Commissions electronic filing system, DelaFile. On September 9, 2016, the Company made a subsequent filing in this docket with the requested documentation.¹

¹On September 9, 2016, the Company submitted the Registration of Trade, Business, & Fictitious Name in DelaFile which satisfied Staff’s request.

The Company asserts in this instant docket that the additional name will not affect electric supply service to any of the company's current Delaware customers as they will continue to be served under their existing trade names.²

Based on Staff's review of the Company's application, as filed on June 28, 2016, and amended on September 9, 2016, Ethical's request for addition of the d/b/a CleanChoice Energy, Inc. as well as a name change from Ethical Electric, Inc. to CleanChoice Energy, Inc. appears to be reasonable and meets the requirements of Supplier Rules. Staff, therefore, recommends the Commission recognize the addition of the additional trade name.

CC: Ms. Donna Nickerson, Commission Secretary
Ms. Malika Davis, Public Utility Analyst

² CleanChoice Energy, Inc. f/k/a Ethical Electric, Inc. d/b/a Ethical Electric, Inc. d/b/a CleanChoice Energy d/b/a Clean Energy Option